

# San Ysidro COMMUNITY PLAN UPDATE

San Ysidro Community Plan Update Advisory Committee

Community Plan Update

Meeting #11

October 12, 2011

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## SUMMARY

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### ATTENDEES

*San Ysidro Community Plan Update  
Advisory Committee members present:*

Jennifer Goudeau

Raquel Moran

Michael Freedman

Miguel Aguirre

Anthony Aguirre

Alicia Jimenez

### INTRODUCTION

On October 12, 2011, members of the San Ysidro Community Plan Update Advisory Committee (Update Committee) of the San Ysidro Community Plan Update Process convened in the eleventh meeting. The purpose of the meeting was:

- (a) To introduce BAE economic consultants
- (b) To discuss demographic trends
- (c) To discuss opportunities for employment and employment trends
- (d) To introduce Safdie Rabines architects
- (e) To discuss options for land use alternatives in the east Beyer hillside

### MEETING MINUTES 10/12/11

Opening Remarks-David Alvarez

- “Pep Talk”
- Process is both excruciating and exciting, but will lead to better product
- Update is better through community engagement

- Plan will come to city council in the end and he wants to be sure that all voices have had chance to input ideas

### **Summary- Sara Osborn**

- New focus on land use alternatives that are bot reasonable and realistic
- Urban design will follow from the land use selections
- BAE confirmed as economic consultants
- Helix confirmed as environmental consultants
- Accomplished thus far are the library study and the mobility study with SANDAG
- Next meeting will take place on Nov. 8

### **Rob Godlem-BAE**

#### Introduction

- Urban economists
- Identify strengths and challenges San Ysidro faces
- Examine regional economic context, demographic trends, employment trends and the real estate market

#### Facts

- SD-Tijuana is largest bi-national metro area
- Economy worth \$125 billion (\$120 billion is San Diego based)
- Main industries: manufacturing, biotech, agriculture, defense and tourism

#### Demographic Trends (all stats compared to City-wide averages)

- Younger, larger households, predominantly Hispanic
- Lower levels of education among those over 25 years of age
- Family oriented community: 83% of households= 4.2 persons
- Larger proportion of renters than city
- Lower median household income

- 26% living below the poverty line

### Employment Trends

- 2009: 7,400 jobs came from retail, government, accommodation and food services
- 45% of San Ysidro residents work in City of SD, outside of San Ysidro
- 8% live and work in San Ysidro
- 64% work in San Ysidro and live outside of San Ysidro
- These facts also important for traffic and mobility study

### Real Estate Market

- Stagnant real estate development demands
- Average Single Family Residence: \$268,000
- Condominiums: \$105,000
- No economic recovery of housing market yet

### Rental Market

- Rents increasing and higher demand for renting over homeownership
- 98% occupancy rate of rental units

### Office Market

- Vacancy is falling
- Not a lot of new development

### Retail Market

- Low vacancy, but occupancy is falling
- Rents falling

### Catalyst Projects

- Nobody wants to be the first to risk investment in the community, but these projects wil encourage development

- Mi Pueblo Village
  - Mixed use
  - Affordable housing, retail, multi-family housing
  - Stalled by economic recession
  - SY Land POE
  - If funding receives congressional approval, should be completed by 2016
  - Increase border crossings of 70% by 2030 (projected)
  - Intermodal Transit Center
  - Create economic opportunities because of ease of transportation to San Ysidro area
  - Greatly affect traffic flow

#### **Safdie Rabines Architects**

- Proposal for area around Beyer Elementary School and library as well as Railroad tracks
- Includes extension of Beyer Blvd. for primary access as well as secondary access points that could include connections through to Otay Mesa
- Would like pedestrian bridge across railroad tracks
- Have a future trolley station near the 5 freeway and Beyer Blvd.
- Property for trolley station would be connected to pedestrian bridge and also include some sort of civic activity such as day care or senior center
- Intended to provide easy access to train tracks for commuters, students, workers and the members of the community. Create ease of walkability.
- Light industrial in parcels adjacent to railroad tracks such as office space and warehousing
- Parcels between Parks and Open space would include low-medium residential. Residential housing would include mixed income housing such as affordable housing and multi-family.

- Open and park space between units important for creating neighborhood-friendly feel and walkability
- Incentive in use of parking space: for example, rent to trolley users during the day and use for residential at night.
- Open to any and all suggestion for how to designate land use on these parcels and what civic needs can be met

### **Questions:**

TO: BAE

What is the possibility of bringing green jobs into the area?

- Not yet addressing fine grain detail of types of jobs
- Accommodations and development of office space would be needed to attract these opportunities
- Educational barriers to this possibility

TO: Safdie Rabines Architects

What will the light industrial areas consist of and how will it create jobs in the community?

- Do not want damaging, heavy machinery that will cause pollution in the area
- Create a hybrid territory of some office space and retail

### **Comments**

TO: Safdie Rabines

- Demand for new community center within the hillside area
- Demand for community garden